

Our GO-FOOD service in Surabaya performed very well last month - they had 20% more completed orders last month than the month before. The manager of GO-FOOD in Surabaya needs to see what is happening in order to constantly maintain this success for the next month onwards

**Question:** What quantitative methods would you use to evaluate the sudden growth? How would you evaluate the customers' behavior?

To understand positive sudden growth in company, there are several step can be done to get better conclusion and analysis, such as:

1. Qualitative Analysis

I believe quantitative and qualitative analysis must be used together to examine a company's operation and to evaluate company's condition. Related to this, we can held focus groups discussion, unstructured interviews, unstructured observations (e.g knowing what kind of strategy Surabaya manager implemented recently, how is the work culture, is there any positive news in public related this specific area area)

2. Quantitative Analysis

After doing qualitative analysis, next we can start analysis using number and data, in my opinion, there are several stages in doing quantitative methods:

**a. Descriptive Analysis or Exploratory Analysis**

Descriptive Analysis has big impact to get better understanding in sudden growth.

- By using historical data and simple statistical parameters (such as mean, median, mode, std), will help data analyst to evaluate order/revenue patterns and to give ideas whether this event only occurred seasonally or not.
- Demographic characteristics of customers such as Age, Gender, Marital Status, Employment Status compared to order frequency. Those variable can be easily generated from customer information field. By understand demographic, data analyst will get better knowledge related customer's behaviour and also will contribute to better marketing strategy decision to implement in the future. We will know which market should be targeted to increase orders and revenue.

**b. Linear Regression**

- Define independent and dependent variable to find which independent variable have significant correlation to dependent variable. From my point of view, increasing in orders is inseparable from several main independent variable consists of:

- Product
  - Restaurant/Food quality reviews
  - Food type
  - Restaurant area from customer location
- Customers' behaviour
  - Frequency of usage
  - Recurring buyer/repeat customer
  - Customer churn/inactive
- Service
  - Delivery Time
  - After sales Service (Complain handling or return/refund)
- Website Trust

- Go-Pay amount
- Type of Payment usage
- Number of application downloader
- Number of user active
- System Bug/Failed Transaction
- Website Design

In conclusion, there are several step to gain more understanding in sudden growth in certain location. Yet, the same treatment can be implemented in another area with the same demographic distribution.